

Company introduces new kosher-for-Passover products

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Kosher food sales are on the rise and not just among Jewish customers. The industry has swelled with an estimated 6 million consumers purchasing \$2 billion in kosher food products annually. That's an estimated growth rate of 12 percent in just one year.

In an effort to make the Passover menu interesting and easier to manage for the working host, Long Island-based Kineret Foods has introduced eight new items. The new products include traditional Gelfite Fish, Crinkle Cut French Fries, Chocolate and Vanilla ice cream (Cholov Yisorel), plus Light 'n' Tasty egg substitute. Prices for the new Kineret products range from \$1.19 for the coffee whitener to \$4.99 for the ice cream.

According to Lubicom, a research firm, there are approximately 23,200 kosher food products on the market. Yet most are not prominently or obviously labeled as kosher. In fact, when Heinz took this route years back, instead of identifying the

A pinch of This 'n' That

items as kosher, they created a symbol (O-U) to put on the package. The symbol let Jewish consumers know it was supervised by the Union of Orthodox Jewish Congregations.

Focusing strictly on kosher and kosher-related consumers, Deerfield, Ill.-based My Own Meals has purposely sidestepped mass market appeal. It's largest market regions include New York Metro and Northern Jersey where more than one-third of its consumers live and tend to be kosher-observant.

In 1986, Mary Anne Jackson, a working mother of three children, ages 10, 7, and 2, introduced a five-item line of shelf stable meals, which means no refrigeration or freezing is required until opened. Shelf life of foil pouch meals is up to five years, while dish meals maintain their quality up to 18 months.

Found in the current 14-product line are Chicken Stew and Beef Stew for Passover, Chicken Mediterranean, Chicken & Black Beans, Cheese Tortellini, and Vegetarian Stew. Products are sold nationally via mail order catalogs, and regionally in selected ethnic stores. For further information, write My Own Meals Inc., P.O. Box 334, Deerfield, IL 60015.
